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(54) Title: A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED NETWORK-DISTRIBUTED ADVERTISING AND FOR INTERSTITIALLY DISPLAYING AN ADVERTISEMENT		
(57) Abstract A technique for implementing in a networked client-server environment, network-distributed advertising in which advertisements are downloaded from an advertising server to a browser executing at a client computer and subsequently displayed by that browser on an interstitial basis, in response to a click-stream generated by the user. An HTML advertising tag is embedded into a referring web page. This tag contains two components. One component effectively downloads from a distribution web server and persistently instantiates an agent at the client browser which downloads advertising files originating from an AD management system residing on a third-party advertising web server, for a given advertisement into browser cache and subsequently plays those media files through the browser on an interstitial basis. The other component is a reference of the advertising management system. This latter reference totally "decouples" advertising content from a web page such that a web page, merely includes an advertising tag that refers, via a URL, to a specific AD management system. The AD management system selects the given advertisement that is to be downloaded.		